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Government Statement on the Report on a
Television Service by Messrs. R. D. Cahoon
and S. R. Kennedy of the Canadian
Broadcasting Corporation

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GOVERNMENT STATEMENT ON THE REPORT ON A TELEVISION
SERVICE BY MESSRS. R. D. CAHOON AND S. R. KENNEDY OF THE
CANADIAN BROADCASTING CORPORATION

Under the scheme agreed between Canada and Ghana for technical co-operation, Messrs. R. D. Cahoon and S. R. Kennedy of the Canadian Broadcasting Corporation arrived in Ghana on 6th November, 1959. On the 11th December, 1959, they presented to the Minister of Education and Information a Report entitled "Recommendations on the Establishment of a Television Service in Ghana".

2. Government is grateful to the authors of the Report, and to the Canadian Government and the Canadian Broadcasting Corporation for making their services available in Ghana.

3. It will be noted that the authors of the Report were not asked to comment on the desirability of the introduction of a television service in Ghana, since it had already been decided that such a service ought to be introduced. The Report therefore consists of an examination of the way in which such a service may best be inaugurated.

4. Government accepts the principal conclusions of the Report, subject to the comments set out in this paper.

5. *Three transmitters.*—Government accepts the recommendation that television services should be started with the construction of three transmitters, i.e. at Ajangote, near Accra, at Kisi between Sekondi and Cape Coast, and at Nkabin near Kumasi. Since each transmitter would have a range of up to 60 miles, these transmitters operating together would, as the map at Appendix 2 of the Report shows, cover Accra, Tema, Koforidua, Winneba and Oda; Takoradi, Sekondi, Axim, Cape Coast and Saltpond; and Kumasi, Mampong, Konongo, Obuasi, Dunkwa, Sunyani; and surrounding areas.

6. *One Studio Centre.*—Government accepts the proposal that there should be at first only one studio centre, situated in Accra, and that programmes should not be originated in other places in Ghana.

7. *Capital Cost.*—The total cost of the capital equipment and buildings for the above three transmitters and one studio centre is estimated in the Report at £G556,000. In addition, it is noted that the Report does not mention staff accommodation. It is proposed that eight expatriate staff should be recruited on contract (including an accountancy post not entirely chargeable to television) for each of whom accommodation would be needed in the initial period. In addition, accommodation would be needed for one senior and two junior staff at each of the three transmitting sites, since (a) these sites are somewhat remote from towns and (b) maintenance staff should live at their work. Assuming accommodation for senior staff costs £G5,000 and for junior

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staff £G2,000, an additional sum of £G72,000 would be necessary, making £G628,000. In addition, it will be necessary to set aside a sum of £G20,000 for training equipment. The total capital cost of the scheme as set out in the Report is thus £G648,000.

8. *Tamale Area.*—The Government has under active consideration a proposal to build a transmitter at Tamale.

9. *Annually Recurrent Cost.*—The annually recurrent cost for three transmitters and one studio centre is estimated at £G149,800 in the first year, less about £G50,000 advertising revenue, i.e. about £G100,000 per annum. In addition, as stated in the Report, the introduction of commercial programmes on sound radio would bring in further revenue for the Ghana Broadcasting System but this is not strictly relevant to the cost of television.

10. *Advertising.*—It is proposed that the "Spot" system be introduced in the first instance.

11. *Colour Television.*—The introduction of colour television would cost an additional £G125,000. It is proposed that consideration of this matter be left until further technical developments are reported, and colour receiving sets are cheaper.

12. *Import duty on receiving sets.*—Government has taken note of the recommendations of the Consultants.

13. *Television for Schools.*—Government considers that one of the main advantages of the introduction of television will be the services available for schools of various grades. The television services for schools will therefore form an integral part of the television programmes, and consideration is being given to the best way in which schools may be provided with suitable receiving sets. It is appreciated that in areas where there is no electricity, generating sets or vibrators will be required in addition to the receivers.

14. *Advances for the purchase of television receivers.*—Arrangements are under consideration for encouraging the purchase of television receivers by way of advances in appropriate cases.

15. *Staff.*—The Government notes the comments made in the Report concerning the engagement of staff and detailed consideration is being given to these proposals. It is appreciated that staff already qualified to fill these posts cannot be found in Ghana, and that there are obvious dangers in attempting to take staff, which is in short supply, away from their present Departments or employers. The emphasis would therefore lie on recruiting staff who have the aptitude for training, and on the immediate institution of schemes of training.

16. *Organisation of the Ghana Broadcasting System.*—The recommendation in the Report to the effect that the television service shall be operated by the Ghana Broadcasting System is accepted. It is appreciated that the administrative organisation of the Ghana Broadcasting System will need to be strengthened and modified.

17. *Inauguration of the Scheme.*—Accordingly Government considers that a television service should be inaugurated as soon as possible within the Ghana Broadcasting System along the lines proposed in the Report.

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